



MONETTE ADEVA MAGLAYA

IMMIGRANT LIVING: 101 AND BEYOND

(Much of the economic woes we struggle with these days can be attributed to the impulse for instant gratification which American society, through its powerful influence-peddling media and with the help of the internet, engenders without apology. Need or want something? You can have it immediately, with little or no consequence. So the story line goes. By now, we know that's a brazen lie.

Experience has taught us that anything worthwhile takes perseverance, tough-minded discipline and the requisite time to see things through to fruition. Sadly, as many of us have found out while dealing with the heartbreak of foreclosures in a brutal recession, shortcuts often lead to short circuits.)

The practice of deferred gratification is a painful one. And who wants pain? It means letting go of

Deferring Gratification

... So many of us define ourselves by what we have, what we wear, what kind of house we live in and what kind of car we drive ... If you think of yourself as the woman in the Cartier watch and the Hermes scarf, a house fire will destroy not only your possessions but yourself.

— Linda Henley

the perceived whimsical, multiple yet tiny pleasures of the moment over a length of time in order to be in a financial position to afford the more significant purchases in one's life. It involves avoiding spending money on trivialities in order to save and accumulate substantial sums for the really important things in life—like being able to afford to have more time to do the things one likes to do: study, travel, paint, dance, write and a host of other things that one would have liked to do if there was time enough or the money to buy time. In the mundane world, it means quite simply, to be able to afford to buy what he believes to be important to his life, whatever these may be.

Deferring gratification involves

patience and sacrifice and having to make do without the things that one wants right at that moment. Our natural tendency is to get the things that we want right at this moment to satisfy a whim or placate that impatient part of ourselves—even if we have to go into debt to do it.

Most trailblazing, first generation immigrants who have had to start from scratch and have had to make do during the early part of their immigrant lives, do not have a problem with sacrifice. It is part of who they are and what has made them strong and resilient in the face of adversity. The supreme irony is that patience as a virtue is not something that is automatically, genetically passed down to young people. We all

have a natural aversion for pain and sacrifice yet this feeling is strongest among the young ones in an affluent society.

Teaching a person to save and not spend all the money that he has in one fell swoop in consumable, useless, mere image-building, ego-satisfying items is done best at a very young age. Parents who succeed in teaching their children to save even small amounts of money will have laid one of the basic foundations of building character in a young person.

The way to save money has always been to pay one's self first and accumulate small amounts prodigiously over a length of time. In the world of ordinary, earned money, it is not what you make that counts, it is what you get to

keep. Out of any amount earned, won or received, and before buying anything, a minimum of 10 percent is taken out and is socked away in a savings account that should earn interest. In some cultures, parents teach their children to put away 20% or more of whatever money their children receive. This account is maintained and added to on a regular basis and kept until it reaches a critical mass and can then be placed in fail safe financial instruments for longer terms that can earn compound interest. This practice teaches patience and a healthy respect for saving money over time and keeps a run-away consumer frame of mind in check.

Young people will be tempted to spend it all on one big purchase that they feel is something that they need. It is their money after all and they should be able to do so. Their decision to spend it all after they have taken the time and the effort to save it can provide them one valuable learning experience about how to make judgment calls when it comes to money. The idea is to start them thinking and developing the discipline of paying one's self first with any amount of money they earn or receive as a gift. They will begin to regard small bits of money as tiny droplets that in time can form a pond or a lake that is ready to be tapped when a really important need arises.

One benefit of saved money is that when a rare opportunity arises for those in a position to take advantage of it, like a trained soldier in full battle gear, he can be at a vantage point to make a decision, act on it and score a hit. Picture making a strong, hard-to-resist offer on a house you really see yourself living in for the rest of your life and getting it on your terms. Saved money can act as a buffer against the unforeseen, such as losing one's job to help tide you over the rough spots until you find another. It can even serve as a welcome salve for an emotional downturn. Transitions are always tough. Money makes it easier to navigate. That Carnival cruise to the Caribbean can help soothe a broken heart.

A caveat is in order though: BALANCE IS THE KEY. It is quite possible to go to the deep end and become a soulless, dried-up old prune like Scrooge. There's just no sense being moneyed yet miserable.

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Make a difference this Independence Day



DEVINE COMMUNICATIONS announces two new services for Filipinos based abroad—more freedom to stay connected to your loved ones in the Philippines through Tawag Na Direct and Balikbayan Gifts. These two services give Filipinos based in the US and other parts of the globe the freedom to enjoy the following benefits:

Call your relatives in the Philippines through Tawag Na Direct; a prepaid long-distance calling service which has been in existence for almost 9 years, and is now improved with rates as low as 10.9 cents per minute. This service requires no subscription fees and has no hidden charges.

Balikbayangifts.com helps you send gifts to your loved ones anywhere in the Philippines.

There is a wide variety of gift items that you can choose from: starting with cakes, flowers, cell phones, toys and even appliances to lechon, groceries and other unique gift ideas at competitive prices. The service also allows you to send customized gifts and even prepaid loads.

A 24-hour Customer Service provided by Devine Communications through their call Center, Devine Care, Inc., is available for any inquiries or concerns that a customer would have.

In commemoration of Philippine Independence Day, Tawag Na Direct and Balikbayangifts.com offer you a different kind of freedom—to make a difference by giving children of the Philippines the gift of hope. This June, for each dollar spent with Tawag Na Direct and Balikbayangifts.com, a portion of the proceeds will be donated to various children's charitable institutions in the Philippines. By buying credits or reloading your Tawag Na Direct accounts or by simply sending a gift to a loved one in the Philippines, you can help build the future of hundreds of children in the Philippines.

Just call Tawag Na Direct and Balikbayangifts.com's hotline numbers and give out the special promo code- PRMC-HTCOTP (Help the Children of the Philippines)—before making a purchase. You also have the freedom to make these little angels smile by sending them a gift through Balikbayangifts.com, which will be delivered to these charitable institutions with your name and special message.

Devine Communications currently serves more than 35,000 Filipinos abroad, and has announced that they are currently developing their services to cater the global market. This will benefit Filipinos abroad. Since these services are designed with Filipino families in mind. Devine

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Living up to her song

YENG Constantino continues to live up to her first hit song *Hawak Kamay* as she involves herself in helping people through projects with a cause such as the upcoming event of Red Cross in partnership with Star Records.

Yeng, together with Erik Santos and Toni Gonzaga, sang the upbeat theme song of Red Cross, *Bagong Umaga*. According to Star Records and Gwendolyn Pang, secretary general of the Philippine National Red Cross, Yeng was chosen not only because of her talent but also because she has been a star volunteer of Red Cross since 2006.

Under Star Records, *Bagong Umaga* is included in the album titled *I Move, I Give, I Love* meant for the 150th anniversary of Red Cross worldwide. The album is composed of inspirational songs performed by different artists. "Proceeds of the album will go to Red Cross," shares Annabelle Regalado-Borja, managing director of Star Records.

All the hard work for the project will culminate in the Red Cross' big event which will happen on June 24 wherein more than a night of music will happen. Red Cross aims to set the largest human formation of the Red Cross logo in the Guinness. (*Philstar.com*)

2 BEEF PATTIES

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ON SESAME SEED BUN

SPECIAL





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